

Campaign Summary

Hundreds of thousands of Georgians share love and passion for sports, but sadly they choose to be „bench warmers“ and do not channel this passion into physical sports activities. Instead of fully embracing the joy and drive of team sports, they settle for observing it online and missing out on the sports spirit of competition. With our campaign we create a platform that will provide them with ways to live a life of passion.

Creative Insight

Sports supporters have all the freedom and ways to participate in team sports, but despite this they still lack the motivation to engage in sports in real life. Georgians have an experience of holding successful urban sports competitions, so we decided to create THE app that is built upon 2 fundamental pillars of mindset that are the core of passionate sport supporters' identity:

- Desire to Win
- Love of sports: that in itself comprises of competition

We provide them with a gateway to a competitive standoff where they can realize their passion to win; and they will continue to do so even after the end of the campaign.

Solution

We create an app that enables users to register, teamup, compete and become champions.

App users will be able to either create teams or request to join a team in their district and go on a competitive adventure with them. After gathering a team for specific sport, they build team logo from various default elements. They are presented with GPS supported map of their city, where mini-stadiums will be highlighted as battlegrounds. After booking a match through the app with the battleground holder team, they will play a game. Winner gets points and ownership of the battleground/stadium, whereas the defeated team loses both. Stadiums will be branded with winner's logo and team name.

Overall highscore and standings of all the teams will be tracked on the app and adjarabet.com/FromZeroToHero.

To promote the campaign, we use following placements:

- Google Ads
- Facebook
- Website banners

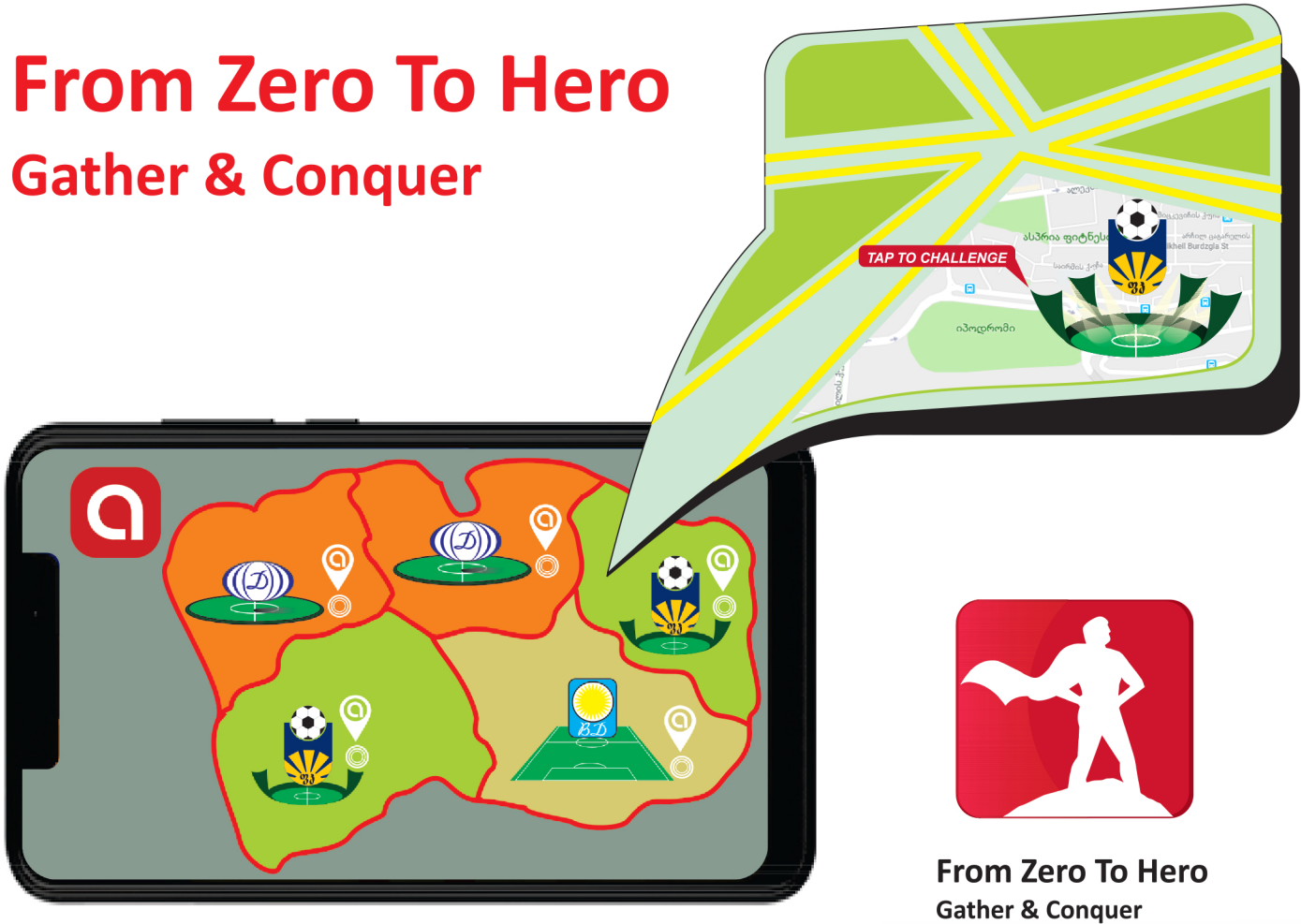
How Does It Work

By singling out relevant themes, interests and behaviors, we'll fully reach TA through Facebook, websites banners and Google Ads and convert them from digital world into physical one.

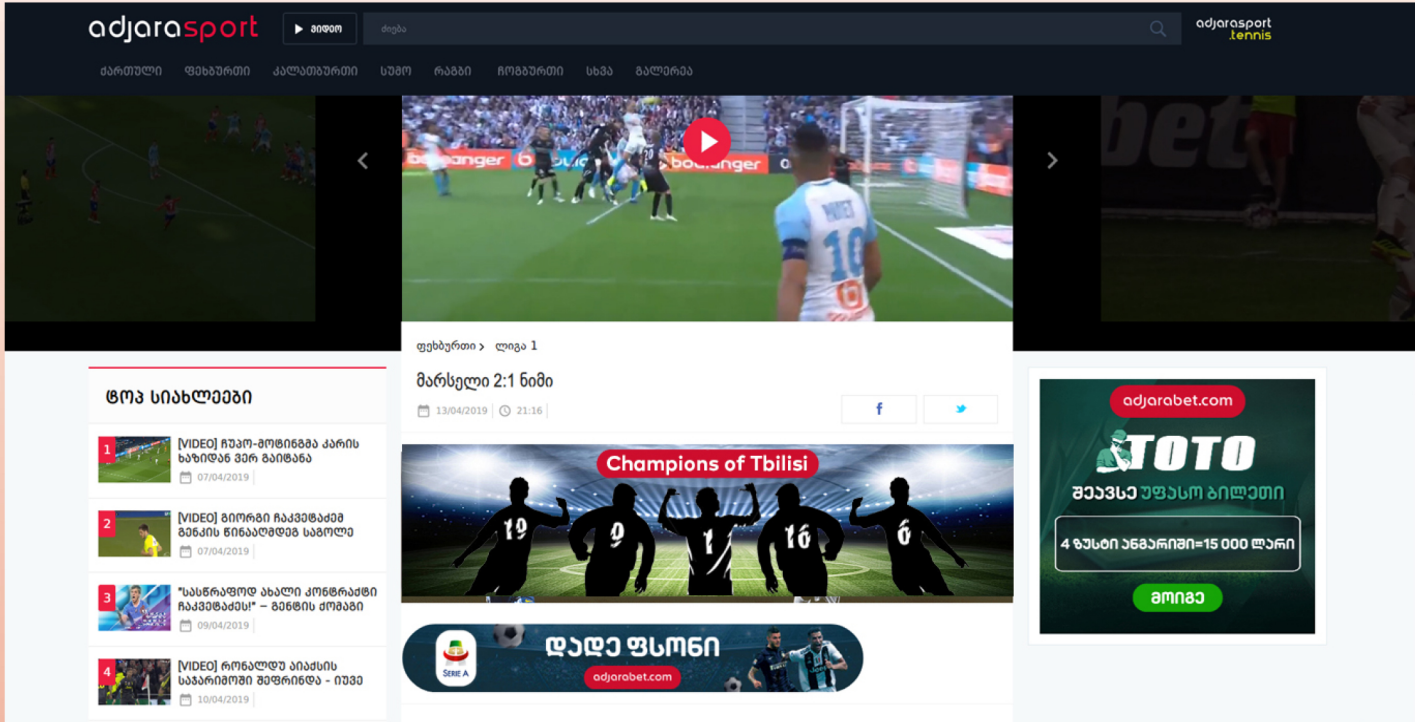
Considering modern people's high usage rate of digital products, that in most cases hinders them to go out into real world, we use these very digital tools to motivate TA on the subconscious level. With app we operate on their fundamental human desires, without any need of a social campaign. Therefore, an app itself becomes self-sufficient and continues to achieve campaign goals even after the end of the campaign.

We expect a viral spread of the app and popularization of physical sports team activities. With this app it doesn't matter whether you are alone or you have a team, you can still get out there, compete and have fun conquering!

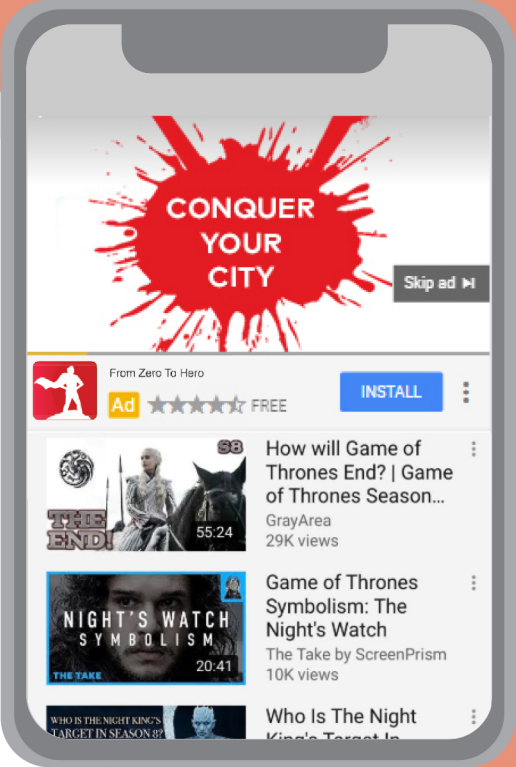
From Zero To Hero
Gather & Conquer



1 Website Banners



2 YouTube



3 Facebook

